

MARKETING PERCEPTIONS
15 ENGLE STREET
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FIELD SPECIFICATIONS
CIGARETTE STUDY
JOB # 94-2-3207

We will be conducting a total of eighteen (18) mini-focus groups. Nine (9) mini-groups will be conducted at each of the following locations:

Monday, March 7 -
Wednesday, March 9
Luth Research, Inc.
2365 Northside Drive
Suite 100
San Diego, CA 92108
Phone: (619) 283-7333
Fax: (619) 283-1251

Monday, March 28 -
Wednesday, March 30
Fieldwork Phoenix
7776 Pointe Parkway West
Suite 240
Phoenix, AZ 85044
Phone: (602) 438-2800
Fax: (602) 438-8555

Research in both markets will be conducted as follows:

Monday.....	Tuesday.....	Wednesday.....
4:00 - 6:00 p.m.	4:00 - 6:00 p.m.	4:00 - 6:00 p.m.
6:00 - 8:00 p.m.	6:00 - 8:00 p.m.	6:00 - 7:00 p.m.
8:00 - 9:00 p.m.	8:00 - 9:00 p.m.	7:00 - 8:00 p.m.

SCREENING QUALIFICATIONS

Recruit males only.

Across the groups, spread ages to the degree possible.

All must meet past participation requirement of 6 months.

All must currently smoke cigarettes.

All must purchase their own cigarettes.

None may usually buy their cigarettes in a Military Store or an Indian Reservation Store.

All must smoke half a pack of cigarettes or more a day.

All must smoke filter, king size, non-menthol cigarettes.

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